

# For Many Consumers, Loyalty Program Participation Requires Perks

Most want free stuff or cash back for joining

## ARTICLE |

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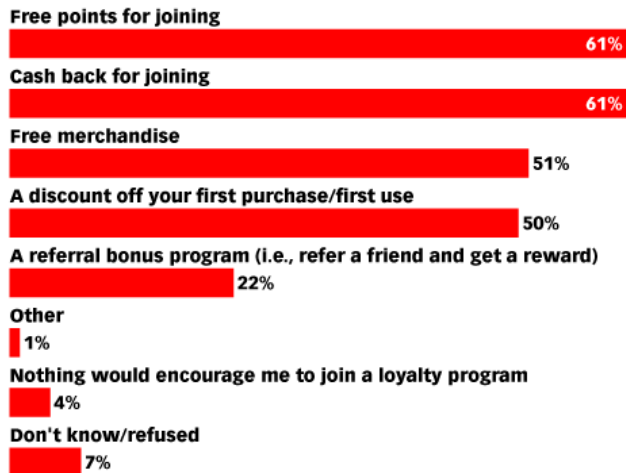
**W**hat incentivizes consumers to join a loyalty program? According to recent data from financial technology company [Blackhawk Network](#), they want to get something out of it—whether that's a discount or free merchandise.

When US internet users were asked why they joined a loyalty program—or if they didn't, what would encourage them to do so—many said it was to get free points (61%), cash back (61%) or even free stuff (51%).

Only 4% of respondents said nothing would encourage them to join a loyalty program.

## Incentives that Would Encourage US Internet Users to Join Loyalty Programs, Feb 2018

% of respondents



Note: ages 18+

Source: Hawk Incentives study conducted by Leger, May 30, 2018

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According to a February 2018 survey from [Oracle](#), 72% of internet users worldwide said they would be interested in a loyalty program that involved no effort. Instead of managing rewards, promotions or discounts would be automatically applied to a purchase without consumer action.

Indeed, one common frustration consumers have with loyalty programs is that they [often forget to redeem](#) their rewards before they expire.

If a brand did a better job communicating how many points consumers have—through timely updates, for example—that could help solve the issue. And drive even more engagement. In fact, roughly four in 10 respondents [surveyed by 3Cinteractive](#) said they would visit or purchase from that store more often.